

Amendments To The Claims

This listing of claims will replace all prior versions, and listings, of claims in the application.

Listing of Claims

1. (Currently Amended) A method of targeting advertisements to television viewers that have a television receiver and a television screen comprising:
 - displaying an EPG on the television screen,
wherein EPG data is stored in an EPG data base;
 - ~~monitoring use of the receiver to develop the~~
EPG;
 - ~~developing a viewer profile based on viewer~~
~~selections~~ usage of the EPG using data from the EPG data
base;
 - receiving a plurality of advertisements with a television signal at the receiver;
 - selectively storing fewer than all ~~a sub-~~
~~plurality of~~ the received advertisements at the receiver
depending on the viewer profile;
 - ~~selecting any one of the advertisements from~~
~~the sub plurality of stored advertisements;~~ and
 - displaying one or more of the stored
advertisements ~~the selected advertisement~~ on the screen in
the EPG.
2. (Canceled)
3. (Previously Presented) The method of claim 1 wherein the received advertisements are embedded in a television signal.

4. (Previously Presented) The method of claim 3 wherein the television signal is in analog form with a VBI and the received advertisements are embedded in the VBI.

5. (Previously Presented) The method of claim 3 wherein the television signal is formatted as a digital video stream and the received advertisements are embedded in the video stream.

6. (Previously Presented) The method of claim 1, further comprising maintaining the viewer profile in a secure file at the receiver.

7. (Currently Amended) The method of claim 1, ~~further comprising storing an EPG data base at the receiver,~~ wherein the EPG data base ~~including~~ includes time, channel, and program category identifiers of telecast television programs, and wherein the monitoring comprises retrieving the program categories of telecast television programs selected by the viewer for display on the screen from the EPG data base by addressing the time and channel of such selected television programs.

8. (Previously Presented) The method of claim 7 wherein the monitoring additionally records the time that programs in each category are displayed and the storing comprises storing an advertisement that matches the category having the longest recorded time.

9. (Previously Presented) The method of claim 7 wherein displaying the EPG comprises using the same program category identifiers to compile category program guides.

10. (Previously Presented) The method of claim 7 wherein displaying the EPG comprises using different program category identifiers to compile category program guides.

11. (Currently Amended) The method of claim 1 wherein the monitoring further comprises monitoring the television channel to which the receiver is tuned.

12. (Currently Amended) The method of claim 1, ~~further comprising storing an EPG data base at the receiver,~~ wherein the EPG data base ~~including~~ includes time, channel, and program category identifiers of telecast television programs, wherein the television receiver comprises a tuner and a real time clock, and wherein the monitoring comprises recording the channel to which the tuner is set, the time of the clock each time the tuner is re-set, and retrieving the program categories of telecast television programs from EPG data base with the recorded times and channels.

13. (Currently Amended) The method of claim 1, ~~further comprising storing an EPG data base at the receiver,~~ wherein the EPG data base ~~including~~ includes time, channel, and program category identifiers of telecast television programs, wherein displaying the EPG comprises permitting viewers to highlight displayed program listings to initiate another action, and wherein the monitoring comprises retrieving the program categories of telecast television programs selected by the viewer for display on the screen from the EPG data base by addressing the time and channel of such selected television programs.

14. (Currently Amended) The method of claim 13 wherein the monitoring further comprises counting by category the number of times the other action is initiated.

15. (Currently Amended) A system for targeting advertisements to television viewers that have a television receiver and a television screen comprising:

mean for displaying an EPG on the television screen, wherein EPG data is stored in an EPG data base;

~~means for monitoring use of the receiver to develop~~ the EPG;

means for developing a viewer profile based on viewer ~~selections~~ usage of the EPG using data from the EPG data base;

means for receiving a plurality of advertisements with a television signal at the receiver;

means for selectively storing fewer than all a ~~sub plurality of~~ the received advertisements at the receiver depending on the viewer profile;

~~means for selecting any one of the advertisements from the sub plurality of stored advertisements;~~ and

means for displaying one or more of the stored advertisements ~~the selected advertisement~~ on the screen in the EPG.

16. (Original) The system of claim 15 wherein the system is comprised in the television receiver.

17. (Canceled)

18. (Canceled)

19. (Canceled)

20. (Currently Amended) A method of collecting viewer profile data for a television receiver comprising:

displaying an EPG on the television screen,
wherein EPG data is stored in an EPG data base;

monitoring use of ~~the receiver to develop~~ the EPG;

developing a viewer profile based on viewer ~~selections~~ usage of the EPG using data from the EPG data base;

storing results of the monitoring as part of a viewer profile stored in a secure file;

receiving a plurality of advertisements with a television signal at the receiver;

selectively storing fewer than all a sub-
~~plurality of~~ the received advertisements at the receiver depending on the viewer profile;

~~selecting any one of the advertisements from the sub plurality of stored advertisements;~~ and

displaying one or more of the stored advertisements ~~the selected advertisement~~ on the screen in the EPG.

21. (Previously Presented) The method of claim 20 wherein storing the results further comprises storing the results in a secure file in which the data cannot be accessed from outside the television receiver.

22. (Previously Presented) The method of claim 20 wherein storing the results further comprises storing the results in a secure file from which only anonymous data can be accessed from outside the television receiver.

23. (Currently Amended) The method of claim 22 wherein the anonymous data is accessed ~~form~~ from outside the television receiver by any one of the group of telephone, wireless telephone, pager, computer network and the Internet.

24. (Currently Amended) A system for collecting viewer profile data for a television receiver comprising:

- means for displaying an EPG on the television screen, wherein EPG data is stored in an EPG data base;
- means for monitoring use of ~~the receiver to develop the EPG;~~
- means for developing a viewer profile based on viewer selections usage of the EPG using data from the EPG data base;
- means for storing results of the monitoring as part of a viewer profile stored in a secure file;
- means for receiving a plurality of advertisements with a television signal at the receiver;
- means for selectively storing fewer than all a ~~sub plurality of~~ the received advertisements at the receiver depending on the viewer profile;
- ~~means for selecting any one of the advertisements from the sub plurality of stored advertisements;~~ and
- means for displaying one or more of the stored advertisements ~~the selected advertisement~~ on the screen in the EPG.

25. (Original) The system of claim 24 wherein the data in the secure file cannot be accessed from outside the television receiver.

26. (Original) The system of claim 24 wherein only anonymous data in the secure file can be accessed from outside the television receiver.

27. (Original) The system of claim 26 further comprising access to the secure file, wherein the access is made through any one of the group of telephone, pager and the Internet.

28. (Previously Presented) The method of claim 1, wherein the advertisement is selected from the sub-plurality of stored advertisements according to a rotation.

29. (Previously Presented) The system of claim 15, wherein the advertisement is selected from the sub-plurality of stored advertisements according to a rotation.

30. (Previously Presented) The method of claim 20, wherein the advertisement is selected from the sub-plurality of stored advertisements according to a rotation.

31. (Previously Presented) The system of claim 24, wherein the advertisement is selected from the sub-plurality of stored advertisements according to a rotation.